

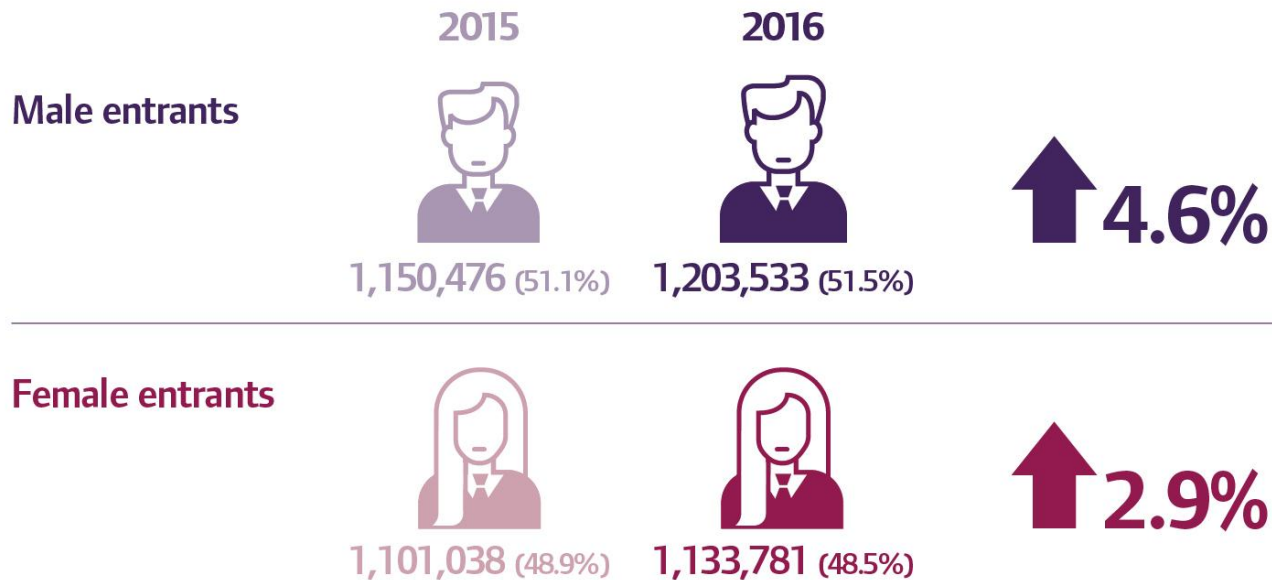


Improving gender balance in
Science, technology and engineering
- from classroom to boardroom

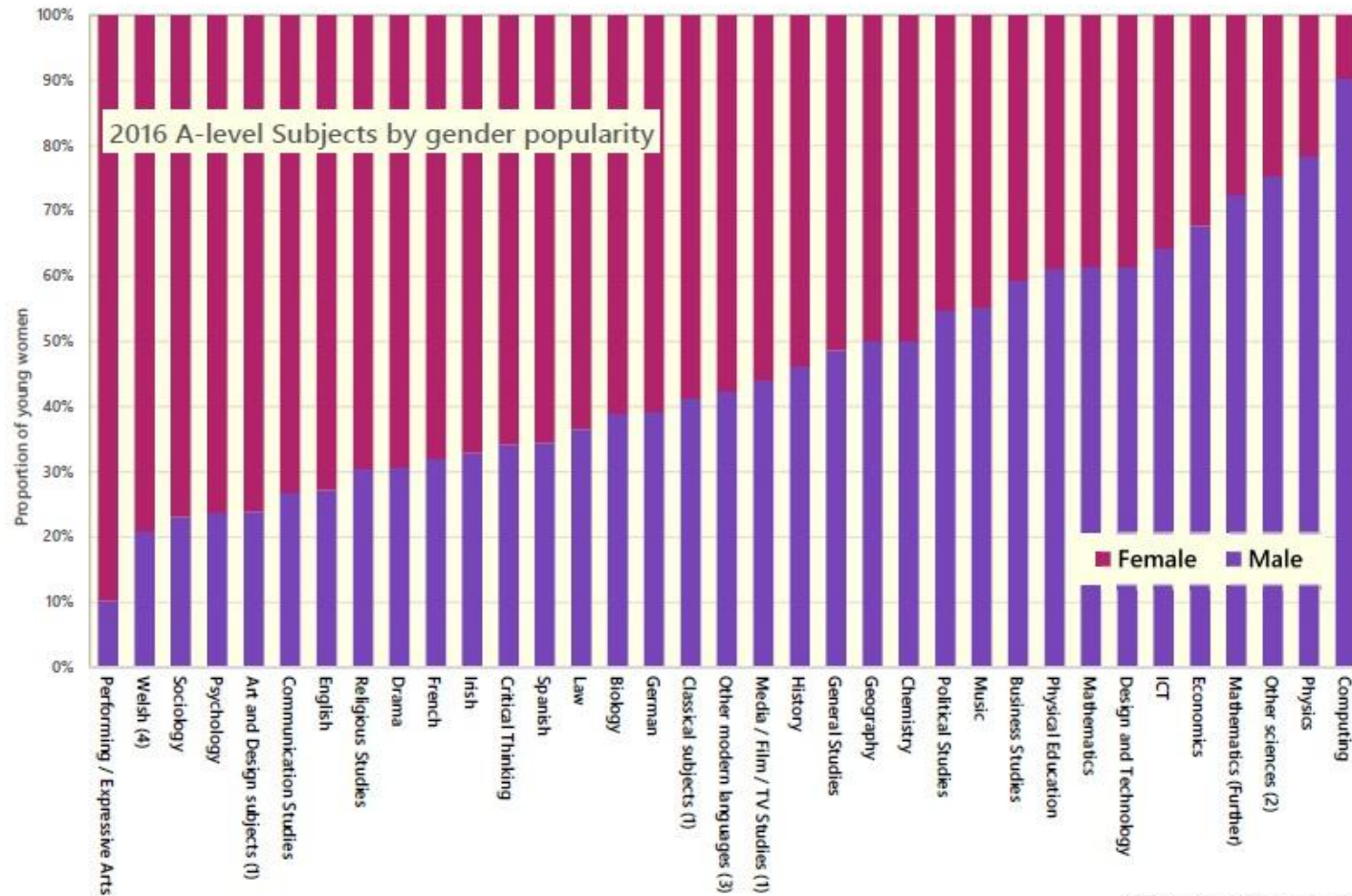
Helen Wollaston
www.wisecampaign.org.uk
[@thewisecampaign](https://twitter.com/thewisecampaign)

How are we doing? *Classroom*

GCSE STEM-subject Entrants



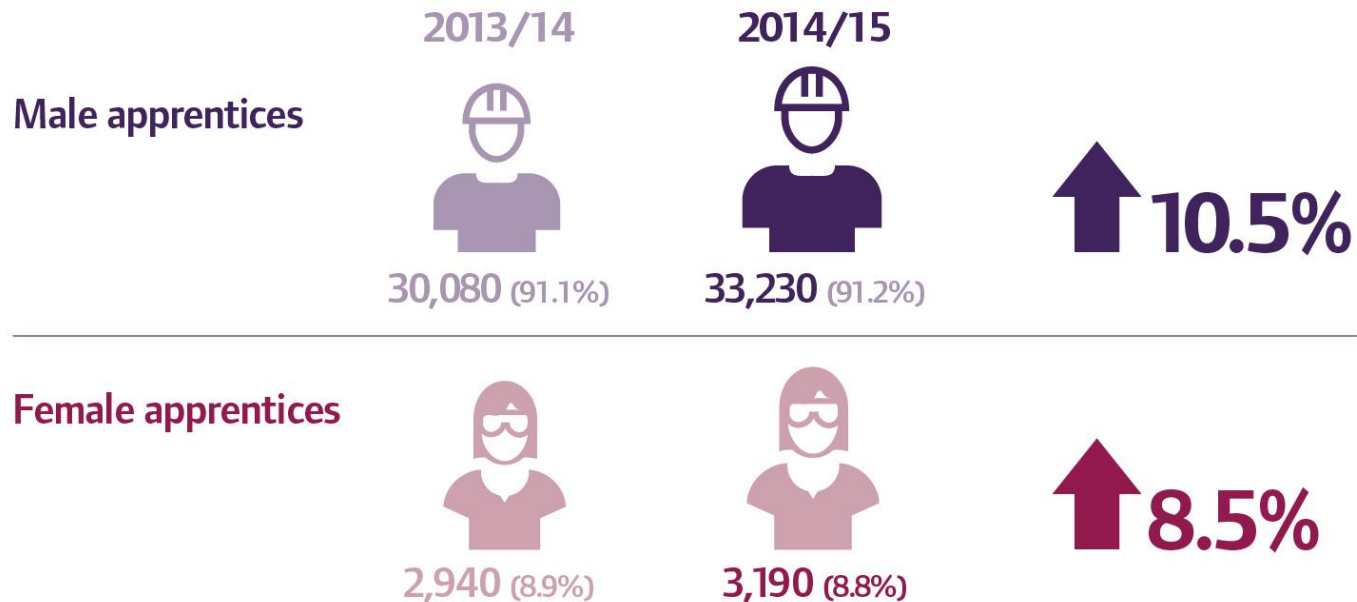
Divide widens post 16



WISE Analysis of JCQ data, Aug 2016

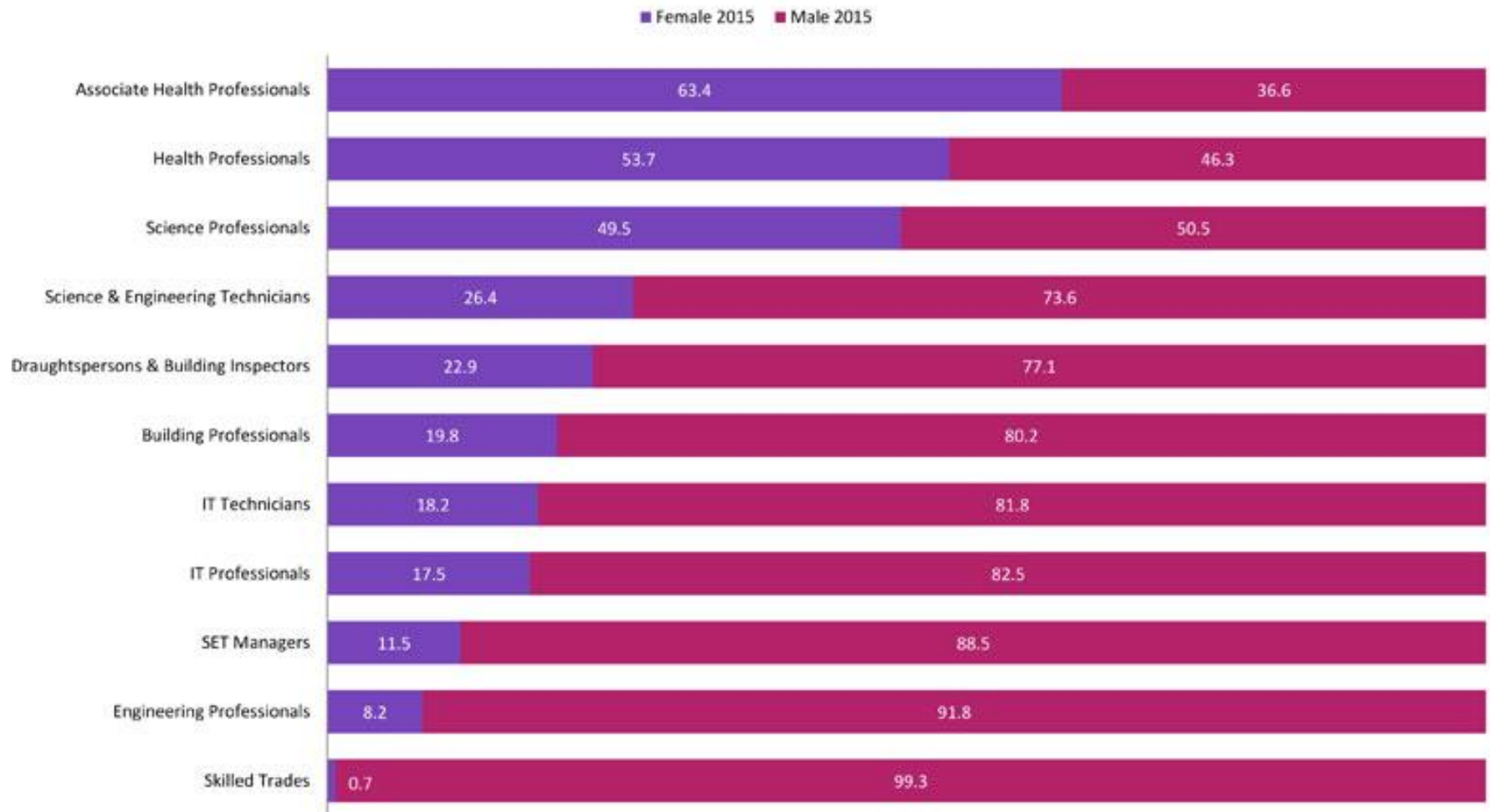
Apprenticeships a huge issue

STEM Apprenticeship Achievements



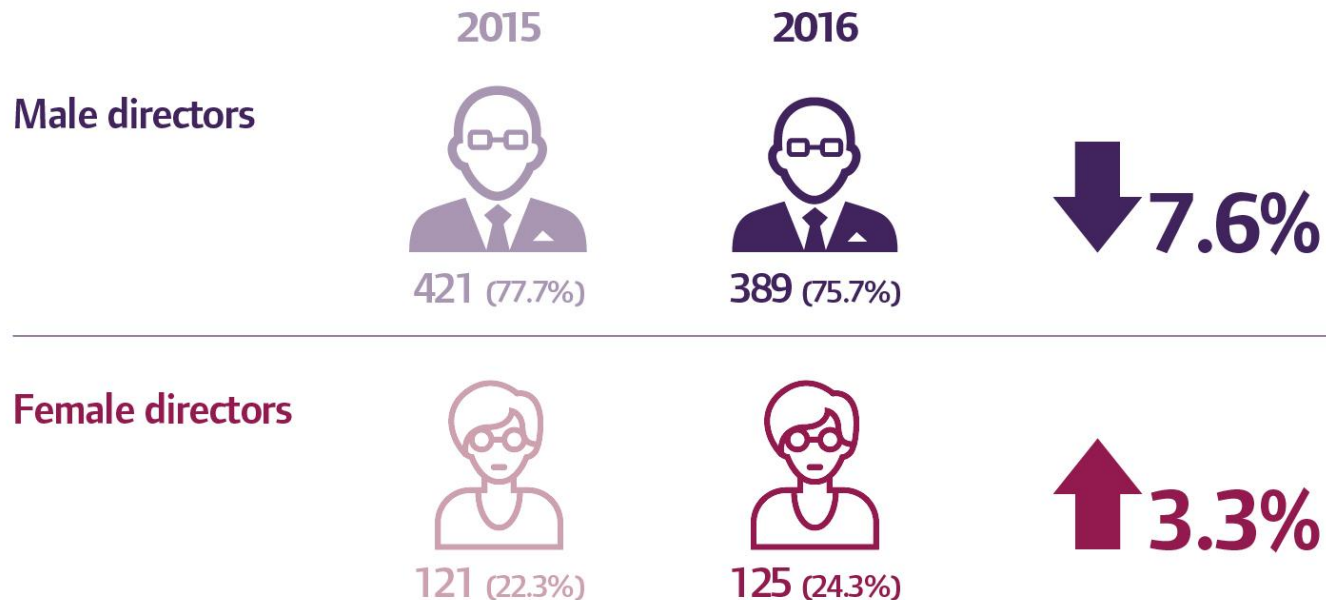
Leading to a gendered workforce

Females & Males in UK STEM Occupation Groups



And male dominated boardrooms

Directors of STEM Companies



And the pay gap persists

- STEM jobs pay more
- Higher paid jobs require STEM skills



“Advances in technology, which should improve the situation in the future, are if anything likely to contribute to maintaining or even further widening the gender pay gap”



Help us change the image of engineering and technology



WISE

WISE role models



A rich talent pool



Solutions

Psychological barriers

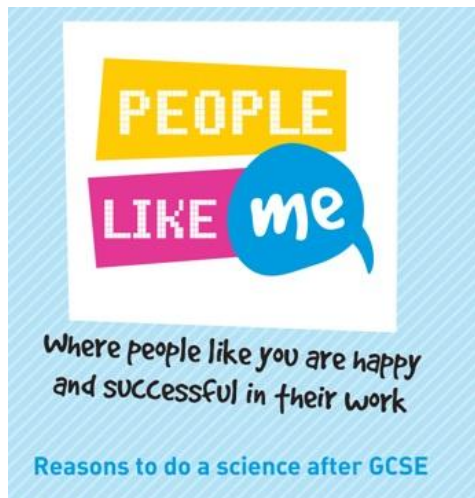


Relevant sales pitch

Structural and cultural challenges



Modern work practices



Welcome to People Like Me

1. A revolutionary approach that uses girls' natural tendency to create and articulate their self identity using adjectives to help them see themselves working happily and successfully in STEM
2. Girls are more likely to consider studying science post 16 if:
 - › They can see that the subject keeps their options open
 - › They can envisage themselves working in that area
 - › They consider that they will fit in and be working with people like them
3. People Like Me allows girls to articulate their self identity by translating adjectives into 12 different types of scientist using our quiz or free App.



Ten steps industry- led campaign

Dec 2013	Downing Street round table
Feb 2014	WISE industry partners come up with Ten steps
April 2014	Corporate members shared best practice
Sep 2014	20 signatories
Sep 2016	54 signatories



- ✓ Business imperative
- ✓ Led from the top
- ✓ Systematic
- ✓ Inclusive



How WISE can help

- Training
 - People Like Me
 - Recruitment workshops
 - Unconscious bias for managers
 - Career development for women
- Sign up to Ten steps
- Become a corporate member
- Find out more at WISE Conference 10 November – Equal Pay Day



Join the online conversation

We may not be to blame, but we are all responsible. We can all take responsibility for changing things so that the next generation of girls have a brighter future.

[@thewisecampaign](#)

www.wisecampaign.org.uk

